

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Currently Amended)** A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:
 - (a) receiving configuration data from the Internet merchant;
 - (b) randomly sampling visitors to the Internet website according to the configuration data;
 - (c) determining an optimal promotion using the data acquired in step (b), wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and
 - (d) displaying the optimal promotion to the Internet merchant.
2. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.
3. **(Currently Amended)** The method of claim 1, where said configuration data includes potential promotions to be offered to the sampled ~~population~~ visitors in step (b).

4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
5. **(Currently Amended)** The method of claim 1, wherein said configuration data includes data for segmenting the ~~population~~ visitors into clusters.
6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal promotion.
7. **(Original)** The method of claim 1, wherein said configuration data includes a minimum basket size for receiving a promotion.
8. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
9. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
10. **(Original)** The method of claim 9, wherein an optimal promotion is determined for each group.
11. **(Original)** The method of claim 10, additionally comprising updating the website such that a visitor is offered the optimal promotion determined in step (c) according to the visitor's group.
12. **(Original)** The method of claim 10, wherein groups are determined based upon prior purchasing behavior.

13. **(Original)** The method of claim 10, wherein groups are determined based upon demographic characteristics.

14. **(Original)** The method of claim 1, wherein step (c) comprises determining a promotion that optimizes profit.

15. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal promotion determined in step (c).

16. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal promotion determined in step (c) if the optimal promotion meets a minimum threshold.

17. **(Original)** The method of claim 16, wherein the minimum threshold is that the optimal promotion determined in step (c) is a predetermined percentage better than a currently offered.